Tycho Löke

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WWW: Bold Profile

Skills

- Microsoft Azure
- Microsoft 365
- Microsoft Intune
- Microsoft Licensing
- Endpoint Security & Identity Protection
- Threat Management & Detection
- Technical Pre-Sales
- MSP Enablement & Partner Training
- Product & Service Positioning
- AI & Data Innovation
- SaaS & Cloud Platforms
- Problem-Solving & Analytical Thinking

Websites, Portfolios, Profiles

- www.linkedin.com/in/tycholoke

Languages

English

Dutch

German

French

I am a **Senior Pre-Sales Consultant & Cloud Architect** with a strong background in Microsoft technologies, cybersecurity, and IT strategy. With extensive experience in cloud transformation, Modern Work, and security solutions, I help Managed Service Providers (MSPs) and enterprises optimize their IT environments and drive digital innovation.

Beyond my technical expertise, I have led IT teams, mentored Product Owners, and driven go-to-market strategies for IT services and solutions. As a public speaker and industry advisor, I actively contribute to MSP enablement, cybersecurity best practices, and IT community initiatives.

I am passionate about bridging technology and business strategy, helping organizations scale efficiently while maintaining security, compliance, and productivity in the evolving digital landscape.

Work History

Senior Pre-Sales Consultant
PeopleRock B.V., Nederland   *October 2024 - Current*

Key Responsibilities: Core Expertise & Technologies:
As a **Pre-Sales Consultant at PeopleRock**, I help Managed Service Providers (MSPs) unlock new revenue streams and enhance their service offerings through cutting-edge technology. My role bridges **technical expertise and business strategy**, ensuring MSPs can deliver scalable, secure, and efficient solutions to their customers.

- **Supporting MSP Growth** – Acquiring, maintaining, and expanding partnerships for **Projects, Consultancy, and Managed Services**, with a focus on long-term success.
- **Technology Enablement** – Connecting MSPs with **new and emerging technologies** while optimizing existing solutions to improve security, efficiency, and scalability.
- **Solution Design & Customization** – Translating customer challenges into **tailored, high-impact solutions** that drive business transformation.
- **Microsoft Cloud Solutions** – Azure, Intune, Modern Work, Security, Microsoft 365
- **Security & Backup** – Acronis, Vade, Keeper
- **Hybrid Work & Automation** – Nerdio, Exclaimer
- **Project Methodologies** – Agile/Scrum, DevOps

Senior IT-Consultant
PeopleRock, Netherlands   *December 2021 - October 2024*

As a **Senior IT Consultant at PeopleRock**, I combine **business strategy and technical expertise** to help **Managed Service Providers (MSPs)** and their clients navigate the evolving IT landscape. My role focuses on **strategic consulting, solution development, and technical enablement**, ensuring MSPs can deliver high-value services that drive efficiency, security, and profitability.

How I Support MSPs:

- **Optimizing Microsoft Environments** – Enabling MSPs to enhance modern workplaces with **Microsoft 365, Azure, and Intune**, ensuring seamless cloud integration and device management.
- **Cloud & Hybrid Infrastructure** – Guiding MSPs in deploying **Azure Virtual Desktop (AVD)** and hybrid cloud solutions that scale with customer demand.
- **Security & Compliance** – Strengthening cybersecurity offerings with **Acronis, Keeper Security, and Vade** for **backup, password protection, and email security**.
- **Licensing & Cost Optimization** – Helping MSPs manage **Microsoft licensing** efficiently to reduce overhead and improve margins.
- **Modern Work Enablement** – Supporting MSPs in transitioning customers to **Windows 11 and Microsoft Modern Work** methodologies for a future-ready IT environment.

Beyond Consulting:
I don't just advise—I help MSPs **implement, train, and scale** their services. By **developing customer-centric strategies**, leading technical teams, and

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providing **hands-on training**, I ensure that MSPs can deliver top-tier IT solutions with confidence.

Microsoft Cloud Architect

Trustteam Nederland (via PeopleRock),   *February 2025 - Current*
Sittard, Netherlands

How I Support MSPs:
As a **Microsoft Cloud Architect at Trustteam**, I help **Managed Service Providers (MSPs)** strengthen their **Microsoft offerings** across **Modern Work, Azure, Security, Data, and AI**. My role blends **technical expertise with strategic advisory**, enabling MSPs to enhance their service delivery, optimize cloud environments, and drive business growth.

    Strategic Advisory & Solution Development – Designing and refining Microsoft-based **Modern Work, Azure, Security, Data, and AI** propositions to elevate Trustteam's MSP services.
    Pre-Sales & Sales Enablement – Training and guiding **sales and pre-sales teams** on the technical and commercial opportunities within Microsoft's ecosystem.
    Technical Implementations & Optimization – Delivering **scalable, secure, and efficient** deployments, ensuring seamless cloud adoption and optimization.
    Project-Based Architecture & Transformation – Leading and executing **migrations, modernizations, and transformations** within customer environments, combining strategic planning with hands-on execution.

By leveraging **deep Microsoft expertise**, I support Trustteam in delivering **cutting-edge cloud solutions** that help MSPs enhance **customer retention, security, and operational efficiency**.

Cloud Architect

Stichting Amsta (via PeopleRock),   *January 2025 - Current*
Amsterdam, Netherlands

Key Responsibilities:
As a **Cloud Architect at Amsta**, I lead the **modernization of the workplace environment** and the **optimization of Microsoft infrastructure** to enhance security, efficiency, and long-term sustainability. My role involves both **technical execution and strategic guidance**, ensuring Amsta's IT environment aligns with modern security and compliance standards while enabling seamless user experiences.

- **Microsoft Intune** – Configuring **centralized policies** for security, compliance, and device management.

- **Windows 11 Deployment** – Developing a **streamlined MDT-based image**, including driver integration, to ensure a standardized and efficient rollout.

- **Entra ID (PIM/PAM)** – Strengthening **access security** through **Conditional Access** policies and **Privileged Identity Management (PIM)** for controlled, temporary access.

- **HelloID** – Optimizing **onboarding workflows and access management** by refining integrations and automations for seamless role-based access control.

My focus is not only on **technical implementation** but also on **knowledge transfer**, ensuring Amsta's IT team can independently manage and scale their environment in the future.

Vice Chair – Benelux Cyber Security Interest Group

GTIA, Benelux (Remote)   *January 2025 - Current*

As **Vice Chair of the Benelux Cyber Security Interest Group at GTIA**, I support cybersecurity professionals across the Benelux region by fostering **knowledge sharing, collaboration, and innovation**. In this voluntary role, I lead discussions on **emerging security challenges** and contribute to the development of **best practices** to help organizations navigate today's evolving threat landscape.

Key Responsibilities:

- **Community Leadership** – Organizing and facilitating cybersecurity-focused events and initiatives.

- **Threat Awareness & Compliance** – Identifying trends in **threat detection, compliance, and data privacy** to keep members informed.

- **Strategic Cybersecurity Advisory** – Providing **guidance on cybersecurity strategies and technologies** to mitigate digital threats.

- **Industry Collaboration** – Encouraging cross-sector partnerships among **professionals, businesses, and stakeholders** to strengthen regional cybersecurity resilience.

Through this role, I aim to **drive innovation and security awareness**, ensuring the **Benelux remains a leader in cybersecurity best practices**.

Executive Council Member – Benelux Community

GTIA, Benelux (Remote)   *January 2025 - Current*

As an **Executive Council Member** of the **GTIA Benelux Community**, I contribute to **strengthening collaboration, innovation, and knowledge-sharing** within the IT industry. By working with **regional and international members**, I help professionals and organizations navigate rapid technological advancements.

Key Responsibilities:

- **Event & Initiative Leadership** – Organizing **networking events and knowledge-sharing sessions** for the Benelux IT community.
- **Technology & Market Trends** – Supporting members in understanding and leveraging **AI, cybersecurity, and digital transformation** trends.
- **Mentorship & Strategic Advisory** – Serving as a **trusted advisor and mentor** to professionals and businesses.
- **Best Practices & Industry Standards** – Contributing to the **development of guidelines and best practices** within the technology sector.

I'm proud to be part of this community, helping **drive growth and professionalization within the Benelux tech industry**.

Industry Education SME & Instructor

GTIA, Benelux (Remote)   *January 2025 - Current*

As an **Industry Education Subject Matter Expert (SME) and Instructor**, I support **service providers and technology companies** by developing and delivering **education programs** focused on **cybersecurity, market trends, and innovation**. This role allows me to leverage my expertise to help professionals **stay ahead in an ever-evolving industry**.

Key Responsibilities:

- **Course Development & Delivery** – Designing and leading **interactive training programs**, available **live, virtually, and on-demand**.
- **Vendor-Neutral Strategies & Best Practices** – Providing **objective, industry-wide insights** to help members **build resilient, future-proof strategies**.
- **Collaborative Education Initiatives** – Partnering with members and **global teams** to deliver high-quality **educational content**.
- **Supporting Industry Growth** – Contributing to **GTIA's mission of innovation, collaboration, and professional development**.

Through this role, I help **technology professionals and organizations** gain the **knowledge and skills they need to thrive in today's competitive market**.
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Public Speaker

Tycho Loke, Global   *January 2025 - Current*

I specialize in delivering **high-impact keynote sessions and training** focused on **Microsoft, Cloud Products, and IT Sales Strategies**. My goal is to **bridge the gap between technology and business success**, empowering organizations to adopt smarter, scalable, and more secure IT environments.

Speaking & Training Focus Areas:

- **Microsoft & Cloud Mastery** – Insights into **Azure, Microsoft 365, Modern Work, and Security**.
- **Tech Sales & Go-To-Market Strategies** – Helping businesses **position and sell cloud & IT solutions effectively**.
- **Cybersecurity & Digital Transformation** – Enabling organizations to **mitigate risks and optimize infrastructure**.
- **Inspirational & Strategic Keynotes** – Engaging audiences with **real-world IT strategies and industry trends**.

I provide **tailored workshops, keynote speeches, and strategic advisory sessions** to help businesses and IT professionals **stay ahead in a rapidly evolving industry**.

Co-Founder

Serverwave, Rotterdam, Netherlands (Remote)   *March 2024 - Current*

At **Serverwave**, we redefine **cloud server flexibility** by providing **unmetered server power** with a true **pay-as-you-go** model. Our mission is to eliminate complex pricing structures and restrictive contracts, giving customers **full control over their infrastructure** while ensuring cost-efficiency and scalability.

What We Offer:

- **Unmetered Server Power** – No restrictive plans; use the resources you need when you need them.
- **Flexible, Hourly Billing** – Pay only for what you use, optimizing cost efficiency.
- **Full Server Control** – Customizable configurations for **developers, businesses, and enterprises**.
- **Linux & Cloud Expertise** – Optimized server performance for **SQL, cloud computing, and high-availability workloads**.

With **a customer-first approach**, Serverwave empowers businesses to scale efficiently **without hidden costs or unnecessary limitations**.

ICT Advisor & Manager Product Owners Microsoft

Scholt Energy (via PeopleRock),   *May 2023 - January 2025*
Valkenswaard, Netherlands

Key Responsibilities:
As an **ICT Advisor & Manager Product Owners at Scholt Energy**, I focus on the **strategic implementation of Microsoft technologies** to enhance efficiency, security, and scalability. My role blends **high-level advisory with hands-on execution**, ensuring that Scholt Energy leverages the best cloud and workplace solutions to meet its operational goals.

- **Modern Work Enablement** – Optimizing the workplace environment through **Microsoft Intune and Azure Virtual Desktop (AVD)**.
- **Infrastructure Modernization** – Leading **file server migrations** and deploying **Universal Printing** for seamless document management.
- **Azure Cost Management** – Implementing strategies to optimize cloud **cost efficiency and resource allocation**.
- **Project Leadership** – Managing **end-to-end technology projects**, from strategy to execution, in close collaboration with the **Operations team**.
- **Mentorship & Leadership** –**Manager Product Owners** – Providing strategic direction and leadership for **Product Owners across different domains** to drive alignment and execution of technology roadmaps. **Microsoft 365 Mentorship** – Coaching and guiding the **Product Owner Microsoft 365** to enhance **Microsoft 365 strategy and adoption**.

By **bridging IT strategy with execution**, I help Scholt Energy **maximize technology investments**, improve productivity, and create a **scalable, future-proof IT environment**.
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ICT Advisor & Project Manager

Bradon (via PeopleRock), Apeldoorn,   *December 2021 - December*
Netherlands   *2023*

Key Responsibilities: Notable Projects:
As an **ICT Advisor & Project Manager at Bradon**, I provided **strategic IT consultancy and project leadership**, specializing in **cloud technology adoption and workplace modernization**. Additionally, I was the **Product Designer** behind the *Bureau van de Toekomst* concept, a **modern workplace solution** designed to enhance productivity and flexibility.

- **Cloud Advisory & Implementation** – Leading cloud transformation projects and advising customers on Microsoft technologies.
- **Project Management** – Overseeing IT projects, from planning to execution, ensuring successful technology rollouts.
- **Workplace Modernization** – Designing and implementing **modern work environments** tailored to client needs.
- **Infrastructure Migrations** – Managing migrations to **Microsoft 365, SharePoint, and cloud platforms**.

✓ **De Eijk Groep** – Cloud migration & IT modernization
✓ **Dierenambulance Amsterdam** – Microsoft 365 transition
✓ **Facta** – Security & infrastructure improvements
✓ **EBS** – IT consultancy & transformation
✓ **Bradon Internal RMM** – Development of a **remote monitoring & management solution**
✓ **Cloudholland** – Migration to **Microsoft 365**
✓ **DS Groep B.V.** – IT strategy & cloud optimization
✓ **The Wiendels Group** – IT modernization project

Information Management Consultant

Gemeente Roermond (via   *November 2022 - April 2023*
PeopleRock), Roermond, Netherlands

Key Responsibilities:
As an **Information Management Consultant at Gemeente Roermond**, I led **digital transformation initiatives**, focusing on **IT infrastructure optimization, collaboration, and governance**. My role combined **technology advisory,**

project management, and compliance expertise to enhance digital efficiency within the organization.

- **IT Landscape Optimization** – Assessing and enhancing the **existing IT environment**.
- **Microsoft 365 Migration** – Leading the migration strategy, ensuring **seamless adoption**.
- **Microsoft Teams Implementation** – Driving collaboration improvements with **Teams & SharePoint**.
- **Digital Policy Development** – Creating governance frameworks for **IT and data management**.
- **Software Licensing & Cost Optimization** – Managing **license compliance and cost efficiencies**.
- **Workplace Modernization** – Designing **efficient digital workspaces** for enhanced productivity.

This role allowed me to **drive large-scale IT transformations** and implement **best practices in digital governance and compliance**.

ICT Advisor

Stichting De Waalboog (via PeopleRock), Nijmegen, Netherlands   *March 2022 - March 2023*

Key Focus Areas:
At **Stichting De Waalboog**, I was responsible for **advising and guiding digital transformation projects**, ensuring a seamless transition towards a **modern, secure, and efficient IT environment**.

- **IT Strategy & Digitalization** – Helping modernize **IT infrastructure** and workplace technology.
- **Workplace Optimization** – Enhancing the **Microsoft 365 environment** for streamlined collaboration.
- **Security & Compliance** – Advising on IT **governance, security, and best practices**.

ICT Advisor

Talpa (via PeopleRock), Hilversum, Netherlands   *December 2021 - March 2022*

Key Achievements:
As an **ICT Advisor at Talpa**, I provided strategic guidance for their **Office 365 Tenant migration**, ensuring compliance, security, and seamless data transition.

✓ **Tenant-to-Tenant Migration** – Developing the **migration plan and execution strategy**.
✓ **Microsoft 365 Security & Compliance** – Advising on **data security policies**.
✓ **Azure Training** – Delivering **Microsoft Azure training** for IT administrators.
✓ **SharePoint & OneDrive Strategy** – Implementing best practices for **data migration and governance**.

This role involved **high-level IT strategy, hands-on migration planning, and training IT teams** to ensure long-term success.

IT Cloud Engineer

RIN, Wijchen, Netherlands   *November 2020 - November 2021*

As an **IT Cloud Engineer at RIN B.V.**, I was responsible for **cloud infrastructure design, implementation, and security optimization**. My role involved **pre-implementation assessments, troubleshooting, and optimizing Microsoft 365 and Azure environments** to enhance performance and scalability.

Key Responsibilities:
✓ **Cloud Strategy & Implementation** – Leading cloud migration projects and optimizing **Microsoft 365 & Azure environments**.
✓ **Security & Compliance** – Implementing **Barracuda security solutions** to strengthen cybersecurity.
✓ **Infrastructure & Networking** – Managing and maintaining **HPE Aruba network solutions**, ensuring seamless connectivity.
✓ **Project Delivery** – Acting as a **technical project engineer**, executing **infrastructure, cloud, and security implementations**.

This role strengthened my **networking, security, and cloud engineering expertise**, preparing me for **enterprise IT transformations**.

IT System Administrator

Pluryn (via Linden-IT), Nijmegen, Netherlands   *May 2020 - November 2020*

As an **IT System Administrator**, I was responsible for **1st and 2nd line support**, ensuring **optimal IT workflows, system performance, and KPI monitoring**.
Key Focus Areas:

- **End-User Support** – Managing **helpdesk operations & workflow improvements**.

- **IT Process Optimization** – Enhancing **IT support KPIs** and operational efficiency.

- **Technical Troubleshooting** – Providing hands-on **problem resolution for IT infrastructure**.

This role allowed me to **streamline IT operations** and support **enterprise digital workplace** initiatives.

IT Professional

Linden-IT, Amersfoort, Netherlands   *September 2019 - November 2020*

At **Linden-IT**, I worked on various **IT infrastructure and cloud transformation projects**, supporting businesses with **networking, security, and digital transitions**.

Specialties:

- **Project Management** – Overseeing **network, cloud, and hardware migration projects**.

- **Cloud & Infrastructure** – Implementing **cloud solutions, network migrations, and IT transitions**.

- **Security & Compliance** – Ensuring secure **Microsoft 365 & infrastructure** deployments.

This experience **refined my project leadership skills** and strengthened my **cloud & security expertise**.

IT Specialist

KleinGeluk (via PeopleRock),   *September 2019 - May 2020*
Apeldoorn, Netherlands

As an **IT Specialist at KleinGeluk**, I played a key role in **modernizing IT infrastructure** and implementing **new workplace technologies**.

Key Achievements:
✅ **Cloud & Citrix Migration** – Supporting the **transition from Citrix to Microsoft 365**.
✅ **IT Procurement & Budgeting** – Managing **hardware/software procurement & IT budget planning**.
✅ **Workplace Modernization** – Leading **flexible workplace implementation** and **policy development**.
✅ **IT Support & Governance** – Delivering **2nd/3rd line support and IT compliance advisory**.

This role strengthened my ability to **combine IT strategy with hands-on execution**.

IT & Customer Support & Sales Specialist

Webhelp, Nijmegen, Netherlands   *February 2018 - June 2019*

At **Webhelp**, I gained hands-on experience in **IT system administration, technical support, and customer engagement**. My role evolved from **customer support and sales** into a **technical IT specialist**, where I managed **workplace infrastructure, Microsoft 365 environments, and IT documentation**.

Key Responsibilities & Achievements:
✅ **IT System Administration** – Managing **200+ workstations**, administering **Office 365, Citrix, and SharePoint intranet**.
✅ **Technical Support & Troubleshooting** – Providing **1st & 2nd line IT support**, resolving technical issues efficiently.
✅ **Customer & Service Support** – Assisting users with **IT-related issues, administrative tasks, and technical inquiries**.
✅ **Sales & Customer Engagement** – Supporting **Vodafone Ziggo** with **outbound sales, customer support, and multi-skilled technical assistance**.
✅ **Process Documentation & Training** – Creating and presenting **IT documentation & workflow improvements**.

This experience strengthened my **problem-solving skills, IT expertise, and ability to communicate complex technical concepts to end-users** — a foundation that continues to support my career in **IT consultancy and cloud strategy**.

Education

ROC Nijmegen
MBO in ICT-Beheerder Niveau 4 January 2019

Dobson High School
Certificate in General Edducation January 2016

NSG Nijmeegse Scholengemeenschap Groenewoud
VMBO-T in General Studies January 2015

Certifications

- Vade Sales Certification
- Configure secure access to your workloads using Azure networking
- Nerdio Azure Fundamentals (NAF-100)
- Diploma in Amazon Web Services (AWS)
- VMBO-T

Interests

Technology & Innovation
- Cloud computing, cybersecurity, and AI-driven IT solutions
- Microsoft ecosystem: Azure, Microsoft 365, Intune, and Modern Work
- IT strategy, digital transformation, and go-to-market strategies for MSPs

Formula 1 & Motorsports
- Passionate about Formula 1, keeping up with race strategies, team dynamics, and technical advancements
- Following driver rivalries, team developments, and race analytics

Traveling & Exploring
- Enjoys **cruising and scenic travel**, with a love for **nature-rich destinations**
- Favorite trip so far: **Alaska**, for its untouched landscapes and remote feel
- Prefers **road trips and unique travel experiences**

Gaming & Esports
- Engages in gaming, particularly **Call of Duty** and strategy-based games
- **KAAS Games TV** —gaming group focused on community and entertainment
- Interested in game hosting and **building IT infrastructure for gaming services**

Public Speaking & Thought Leadership
- Speaking at IT events, conferences, and community meetups
- Educating MSPs and IT professionals on cybersecurity, cloud, and digital transformation
- Developing **interactive sessions and workshops**

Music & AI-Generated Songs
- Experimenting with **AI-generated music**, planning to release songs under a pseudonym
- Exploring **how AI can enhance creativity in music production**